C7715-3
12/5/88 A

SEPTEMBER
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	21058	31941	65.93	2.25	3.31
(LeBaron)	10412	19004	54.79	1.11	1.97
(New Yorker)	8202	4698	174.58	.88	.49
(5th Ave)	1670	6988	23.90	.18	.72
(Imperial)	-	-	-	-	-
DODGE	42788	32932	129.93	4.57	3.41
(Daytona)	5909	4578	129.07	.63	.47
(Shadow)	7396	6392	125.09	.86	.66
(Spirit)	-	-	-	-	-
(Dynasty)	5309	4	-	.67	-
(Aries)	5902	7897	87.40	.74	.82
PLYMOUTH	29899	26433	113.11	3.19	2.74
(Horizon)	7459	1005	742.19	.80	.10
(Sundance)	8085	6340	127.52	.86	.66
(Acclaim)	-	-	-	-	-
(Reliant)	8094	8442	95.88	.86	.88
(Laser)	-	-	-	-	-
EAGLE	6456	4615	139.89	.69	.48
(Premier)	3945	-	-	.42	-
CHRYSLER MTR CORP	100201	95921	104.46	10.70	9.94
FORD	133522	131919	104.25	14.68	13.67
(Escort)	39591	40319	98.19	4.23	4.19
(Probe)	9479	-	-	1.01	-
(Mustang)	12302	12902	95.35	1.31	1.34
(Tempo)	24890	13935	178.61	2.66	1.44
(Taurus)	25583	35615	71.83	2.73	3.69
(Crown Victoria)	8675	8137	106.61	.93	.84
(Thunderbird)	10326	15480	66.71	1.10	1.60
LINCOLN	18599	15574	120.07	2.00	1.61
MERCURY	42837	46728	91.67	4.57	4.85
(Topaz)	7808	4707	165.88	.83	.49
(Sable)	9285	12124	76.58	.99	1.25
(Cougar)	9712	12131	80.06	1.04	1.26
(Grand Marquis)	10290	9612	107.05	1.10	1.00
LINC/MERC DIV.	62717	64829	96.74	6.70	6.72
FORD MOTOR CO.	200239	196748	101.77	21.38	20.39
BUICK	54421	55789	97.55	5.81	5.78
(Skyhawk)	1790	3973	45.05	.19	.41
(Somerset/Skylrk)	5141	6663	77.16	.55	.69
(Century)	13690	16812	81.43	1.46	1.75
(Regal)	12418	1777	328.78	1.33	.39
(Riviera)	566	886	63.88	.06	.09
(Reatta)	402	-	-	.04	-
CADILLAC	22512	26731	84.22	2.40	2.77
(Allante)	271	187	144.92	.03	.02
(Eldorado)	3061	1782	171.77	.32	.18
(Seville)	1709	1248	136.94	.18	.13
CHEVROLET	115645	139887	82.67	12.34	14.50
(Nova)	9305	13144	70.79	.99	1.36
(Celebrity)	20911	21741	95.68	2.22	2.25
(Corsica)	11721	14397	88.36	1.36	1.49
(Beretta)	13289	16362	81.22	1.42	1.70
(Cavalier)	24873	23204	107.19	2.66	2.41
(Camaro)	7440	10290	72.30	.79	1.07
(Corvette)	1709	1659	103.01	.18	.17
(Monte Carlo)	1510	5114	31.36	.16	.53
OLDSMOBILE	65249	68218	95.65	6.97	7.07
(Calais)	9264	9456	97.97	.99	.98
(Cutlass Ciera)	24380	26124	93.32	2.61	2.70
(Cutlass)	12461	5962	209.01	1.33	.62
(Toronado)	1167	1329	87.81	.12	.14
PONTIAC	61969	63154	98.12	6.62	6.55
(Sunbird)	6768	6723	100.67	.72	.70
(Grand Am)	16265	14897	109.18	1.74	1.56
(6000)	7845	10542	74.42	.84	1.09
(Bonneville)	7095	10563	67.17	.76	1.09
(Firebird)	4505	6173	72.98	.48	.64
(Fiero)	2269	3415	66.44	.24	.35
(Grand Prix)	10830	994	-	1.16	.10
GEN. MTRS CORP	319796	353779	90.39	34.14	36.67
Misc Domestic	49	11	445.45	.01	-
Other Import	316275	318437	99.32	33.77	33.00
U.S. TOTAL	936560	964896	97.06		

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UNITED STATES SUMMARY
SEPTEMBER 1988 ISSUED 11/88

R. 9-88

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	224469	217889	103.02	2.81	2.81	297401
(LeBaron)	115061	121497	94.70	1.44	1.57	165025
(New Yorker)	67934	43025	157.89	.85	.55	57121
(5th AVE)	33727	39775	84.79	.42	.51	58583
(Imperial)	-	-	-	-	-	-
DODGE	377240	311556	121.08	4.72	4.00	408333
(Daytona)	57881	25750	224.78	.72	.33	37125
(Shadow)	67969	59390	114.45	.85	.76	76927
(Spirit)	-	-	-	-	-	-
(Dynasty)	50376	4	-	.63	-	2276
(Aries)	76503	70855	107.97	.96	.91	101266
PLYMOUTH	259326	269219	96.33	3.24	3.47	344656
(Horizon)	46800	42508	110.10	.59	.55	48864
(Sundance)	64789	59619	108.67	.81	.77	75313
(Acclaim)	-	-	-	-	-	-
(Reliant)	87507	74906	116.82	1.09	.96	106156
(Laser)	-	-	-	-	-	-
EAGLE	44383	34069	130.27	.55	.44	44740
(Premier)	26709	-	-	.33	-	111
CHRYSLER MTR CORP	905418	832733	108.73	11.32	10.72	1095130
FORD	1203545	1090795	110.34	15.05	14.04	1421299
(Escort)	291107	299302	97.26	3.64	3.85	393786
(Probe)	37671	-	-	.47	-	-
(Mustang)	133443	132998	100.33	1.67	1.71	171026
(Tempo)	211813	178310	118.79	2.65	2.30	223350
(Taurus)	293835	275626	106.61	3.67	3.55	357652
(Crown Victoria)	86965	91886	94.64	1.09	1.18	118464
(Thunderbird)	97479	99624	97.85	1.22	1.28	132080
LINCOLN	139295	123692	112.61	1.74	1.59	167290
MERCURY	375535	357547	105.03	4.69	4.61	464382
(Topaz)	63005	51332	122.74	.79	.66	63217
(Sable)	92834	77664	119.53	1.16	1.00	103159
(Cougar)	86755	85473	101.50	1.08	1.10	110112
(Grand Marquis)	87161	90427	96.39	1.09	1.17	118255
LINC/MERC DIV	523236	490684	106.63	6.54	6.32	645171
FORD MOTOR CO	1726781	1581479	109.19	21.59	20.36	2086470
BUICK	433737	422151	102.74	5.42	5.44	557095
(Skyhawk)	20574	30008	68.56	.26	.39	39509
(Somerset/Skyjrk)	46611	55032	84.70	.58	.71	68029
(Century)	92050	117156	78.57	1.15	1.50	152189
(Regal)	93054	38703	240.43	1.16	.50	58771
(Riviera)	6947	13798	50.35	.09	.18	16493
(Reatta)	2304	-	-	.03	-	10
CADILLAC	190366	192737	98.77	2.38	2.48	258991
(Allante)	2603	1326	196.30	.03	.02	2068
(Eldorado)	22667	14426	157.13	.29	.19	20357
(Seville)	16259	15652	103.88	.20	.19	20725
CHEVROLET	1138539	1178163	98.33	14.48	15.17	1496074
(Nova)	82492	118300	69.73	1.03	1.52	135120
(Celebrity)	193406	248471	77.84	2.42	3.21	313885
(Corsica)	160546	73339	218.91	2.01	.94	100231
(Beretta)	146217	81151	180.18	1.83	1.04	108614
(Cavalier)	235291	235396	99.96	2.92	3.03	298995
(Camaro)	74023	96122	77.01	.93	1.24	117060
(Corvette)	18154	18410	98.61	.23	.24	24878
(Monte Carlo)	27774	48494	57.28	.35	.62	63854
OLDSMOBILE	539013	567446	94.99	6.74	7.31	717262
(Calais)	80105	80473	99.54	1.00	1.04	100882
(Cutlass Ciera)	181301	195279	92.84	2.27	2.52	246658
(Cutlass)	77430	78581	98.54	.97	1.01	95403
(Toronado)	12281	12351	99.43	.15	.16	16199
PONTIAC	572040	545174	104.93	7.15	7.02	698143
(Sunbird)	61119	65531	93.27	.76	.84	80166
(Grand AM)	170712	167339	102.02	2.14	2.16	214141
(6000)	73952	94860	77.96	.92	1.22	124199
(Bonneville)	82852	73396	112.88	1.04	.94	99825
(Firebird)	45192	61029	74.05	.56	.79	73822
(Fiero)	20593	36341	56.67	.26	.47	42663
(Grand Prix)	67367	11970	562.80	.84	.15	14344
GEN MTR CORP	2893695	2905671	99.59	36.17	37.42	3727565
Misc Domestic	111	59	188.14	-	-	60
Other Import	2473024	2446913	101.07	30.92	31.50	3276415
U.S TOTAL	7999029	7766853	102.99			10165660

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	2	-	277	1155	23.98	.01	.03
Chevrolet	120991	25.73	999136	884596	112.95	25.29	23.49
Dodge	47549	10.11	440851	432368	101.96	11.16	11.48
Ford	133164	28.32	1150187	1081435	106.36	29.11	28.74
Freightliner	2161	.46	17427	17490	99.64	.44	.46
G.M.C.	35049	7.45	292128	256158	114.04	7.40	6.80
Hino	205	.04	1544	1243	124.22	.04	.03
Isuzu	10229	2.18	65503	74332	88.12	1.66	1.97
Iveco	296	.06	1744	1715	101.69	.04	.05
Jeep	22266	4.74	182579	147598	123.70	4.62	3.92
Kenworth	1413	.30	12159	10804	112.54	.31	.29
Mack/Midliner	2424	.52	18813	17382	108.23	.48	.46
Mercedes Benz	263	.06	2305	3021	76.30	.06	.08
Navistar	7402	1.57	62294	51579	120.77	1.58	1.37
Nissan	17153	3.65	129636	167646	77.33	3.28	4.45
Peterbilt	1615	.34	12107	8938	135.46	.31	.24
Plymouth	14727	3.13	148230	102168	145.08	3.75	2.71
Scania	10	-	121	88	137.50	-	-
Volvo	178	.04	1278	1818	70.30	.03	.05
Western Star	120	.03	1089	1042	104.51	.03	.03
White	44	.01	1789	5744	31.15	.05	.15
WHITEGMC	1429	.30	8001	-	-	.20	-
Other Imports	50530	10.75	393255	492082	79.92	9.96	13.07
Miscellaneous Domestic	998	.21	7667	4945	155.05	.19	.13
U. S. Total	470218		3950120	3765347	104.91		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	277
Chevrolet	592223	371811	21144	1458	220	6014	5969	297
Dodge	353045	87806	-	-	-	-	-	-
Ford	600462	495052	-	12153	-	7383	25055	10082
Freightliner	-	-	-	-	-	-	-	17427
G.M.C.	140825	122378	2142	630	3681	8745	12220	1507
Hino	-	-	-	-	430	372	742	-
Isuzu	60777	-	3523	244	331	362	266	-
Iveco	-	-	894	479	286	135	-	-
Jeep	172010	10569	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	333	11826
Mack/Midliner	-	-	-	-	-	1200	1940	15673
Mercedes Benz	-	-	-	-	-	826	1479	-
Navistar	-	-	-	122	265	19110	17824	24973
Nissan	128602	-	-	-	561	188	285	-
Peterbilt	-	-	-	-	-	-	252	11855
Plymouth	148230	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	121
Volvo	-	-	-	-	-	-	1085	193
Western Star	-	-	-	-	-	-	-	1089
White	-	-	-	-	-	-	-	1789
WHITEGMC	-	-	-	-	-	-	-	8001
Other Imports	389409	1900	981	-	336	388	235	-
Miscellaneous Domestic	-	1205	-	4167	853	-	53	1389
Total	2585583	1090721	28690	19253	6913	44723	67738	106499
1987 Total	2608061	919389	28879	3297	6358	35090	67022	97251
1988 vs '87	99.14	118.64	99.35	583.96	108.73	127.45	101.07	109.51

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	38015	.48	41267	.53
Chevrolet Spectrum	57073	.71	61181	.79
Chrysler Conquest	7745	.10	9040	.12
Dodge Colt DL SW	33532	.42	33065	.43
Dodge Colt Vista SW	7846	.10	12912	.17
Eagle Medallion	10913	.14	8534	.11
Eagle Summit	883	.01	-	-
Ford Festiva	51232	.64	12557	.16
GM Lotus	-	-	-	-
L-M XR4	4100	.05	6112	.08
L-M Scorpio	4306	.05	3333	.04
Mercury Capri	-	-	-	-
Mercury Tracer	42938	.54	19481	.25
Plymouth Colt DL SW	29906	.37	29311	.39
Plymouth Colt Vista SW	7208	.09	11839	.15
Pontiac LeMans	44706	.56	21378	.28
T/C by Maserati	-	-	-	-
Others	-	-	724	.01
Total Domestic Sponsored Imports	340403	4.26	271334	3.49
OTHER IMPORTS				
Acura	96379	1.20	77391	1.00
Audi	19062	.24	35130	.45
BMW	55795	.70	64527	.83
Honda	497681	6.22	463024	5.95
Hyundai	207440	2.59	200845	2.58
Mazda	196503	2.46	155777	2.01
Mercedes Benz	64455	.81	70069	.90
Mitsubishi	48069	.60	46513	.60
Nissan	357786	4.47	391071	5.04
Saab	31100	.39	34595	.45
Subaru	116475	1.46	124317	1.60
Toyota	479645	6.00	443613	5.71
Volkswagen	132342	1.65	136214	1.75
Volvo	72856	.91	78571	1.01
Yugo	25011	.31	37950	.49
Others	72425	.91	87304	1.12
Total Other Imports	2473024	30.92	2446911	31.50
GRAND TOTAL ALL IMPORT CARS	2813427	35.17	2718245	35.00

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	43777	1.11	53614	1.42
Dodge RAIDER	5440	.14	14686	.39
OTHER IMPORTS				
Isuzu	60777	1.54	70338	1.87
Mazda	74633	1.89	104995	2.79
Mitsubishi	39522	1.00	42223	1.12
Nissan	128602	3.26	166338	4.42
Subaru	33	-	1454	.04
Suzuki	53889	1.36	62405	1.66
Toyota	215738	5.46	271378	7.21
Volkswagen	5018	.13	7461	.20
Others	2476	.06	1224	.03
Total Other Import Trucks	580688	14.70	727816	19.33
GRAND TOTAL ALL IMPORT TRUCKS	629905	15.95	796116	21.14

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	[illegible]
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4963688

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE

(1) REVISED 10/85 R. L. POLK & CO. R.9-88

(2) REVISED 11/88

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R. L. POLK & CO.

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175-184

OCTOBER
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	OCTOBER		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	17799	28110	63.32	2.20	3.41
(LeBaron)	7655	15818	48.39	.95	1.91
(New Yorker)	7980	4339	183.91	.98	.53
(5th AVE)	1523	6998	21.76	.19	.85
(Imperial)	-	-	-	-	-
DODGE	38112	30581	124.63	4.73	3.71
(Daytona)	4536	3710	122.26	.56	.45
(Shadow)	6618	5203	127.20	.82	.63
(Spirit)	1	-	-	-	-
(Dynasty)	7599	138	-	.94	.02
(Aries)	7870	9467	83.13	.99	1.14
PLYMOUTH	24447	25327	96.53	3.03	3.08
(Horizon)	4904	1300	377.23	.61	.16
(Sundance)	6876	5005	137.38	.85	.61
(Acclaim)	-	-	-	-	-
(Reliant)	8051	10322	78.00	1.00	1.25
(Laser)	-	-	-	-	-
EAGLE	5838	3622	161.18	.72	.44
(Premier)	3755	-	-	.46	-
CHRYSLER MTRS CORP	86196	87640	98.35	10.68	10.64
FORD	122124	110506	110.51	15.12	13.42
(Escort)	32208	34339	93.79	3.99	4.17
(Probe)	9757	-	-	1.21	-
(Mustang)	11560	13165	86.29	1.41	1.60
(Tempo)	22392	10030	223.25	2.77	1.22
(Taurus)	25393	26910	94.36	3.14	3.27
(Crown Victoria)	8373	9145	91.56	1.04	1.11
(Thunderbird)	7286	12186	59.79	.90	1.48
LINCOLN	16122	14670	109.90	2.00	1.78
MERCURY	35916	37841	94.91	4.45	4.60
(Topaz)	7201	3379	213.11	.89	.41
(Sable)	8550	9346	91.48	1.06	1.14
(Cougar)	5964	9280	64.27	.74	1.13
(Grand Marquis)	9264	9496	97.56	1.15	1.15
LINC/MERC DIV.	53014	54322	97.59	6.57	6.60
FORD MOTOR CO.	175138	164828	106.26	21.69	20.02
BUICK	49406	46158	107.04	6.12	5.61
(Skyhawk)	1878	3272	57.40	.23	.40
(Somerset/Skylrk)	3875	4839	80.08	.48	.59
(Century)	12413	13382	92.76	1.54	1.63
(Regal)	11196	5043	222.01	1.39	.61
(Riviera)	1064	765	139.08	.13	.09
(Reatta)	483	-	-	.06	-
CADILLAC	20705	23976	86.36	2.56	2.91
(Allante)	226	171	132.16	.03	.02
(Eldorado)	2693	1629	165.32	.33	.19
(Seville)	1702	1131	150.49	.21	.14
CHEVROLET	96214	112349	85.64	11.92	13.65
(Nova)	6832	7855	86.98	.85	.95
(Celebrity)	17730	21812	81.29	2.20	2.64
(Corsica)	9958	10587	94.06	1.23	1.29
(Beretta)	9884	11250	87.86	1.22	1.37
(Cavalier)	21874	20398	107.24	2.71	2.48
(Camaro)	6375	7665	83.17	.79	.93
(Corvette)	1517	2040	74.36	.19	.25
(Monte Carlo)	1096	5572	19.71	.14	.68
OLDSMOBILE	56939	53213	107.00	7.05	6.46
(Calais)	7527	7264	103.62	.93	.88
(Cutlass Ciera)	19392	19219	100.90	2.39	2.34
(Cutlass)	11518	5770	199.62	1.43	.70
(Toronado)	1020	1099	92.81	.13	.13
PONTIAC	59762	54104	110.46	7.40	6.57
(Sunbird)	6475	4671	138.62	.80	.57
(Grand AM)	16548	16930	97.74	2.05	2.05
(6000)	7430	9791	75.89	.92	1.19
(Bonneville)	7751	8831	87.77	.96	1.07
(Firebird)	3941	4521	87.17	.49	.55
(Fiero)	1605	2225	72.13	.20	.27
(Grand Prix)	10425	738	-	1.29	.09
GEN MTRS CORP	283026	289800	97.66	35.05	35.20
Misc. Domestic	14	6	233.33	-	-
Other Import	263049	281114	93.57	32.58	34.14
U.S. TOTAL	807423	823388	98.06		

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UNITED STATES SUMMARY
OCTOBER 1988 ISSUED 12/88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END
	1988	1987		1988	1987	1987
CHRYSLER	242268	245999	98.48	2.75	2.86	297401
(LeBaron)	122716	137315	89.37	1.39	1.60	165025
(New Yorker)	75914	47364	160.28	.86	.55	57721
(5th AVE)	35250	46773	75.36	.40	.54	58583
(Imperial)	-	-	-	-	-	-
DODGE	415352	342137	121.40	4.72	3.98	408333
(Daytona)	62417	29460	211.87	.71	.34	37125
(Shadow)	74587	64593	115.47	.85	.75	76927
(Spirit)	1	-	-	-	-	-
(Dynasty)	57975	142	-	.66	-	2278
(Aries)	84373	80322	105.04	.96	.94	101266
PLYMOUTH	283773	294546	96.34	3.22	3.43	344656
(Horizon)	51704	43808	118.02	.59	.51	48864
(Sundance)	71665	64624	110.90	.81	.75	75313
(Acclaim)	-	-	-	-	-	-
(Reliant)	95558	85228	112.12	1.08	1.00	106156
(Laser)	-	-	-	-	-	-
EAGLE	50221	37691	133.24	.57	.44	44740
(Premier)	30464	-	-	.35	-	111
CHRYSLER MTRS CORP.	991614	920373	107.74	11.26	10.71	1095130
FORD	1325669	1201301	110.35	15.06	13.99	1421299
(Escort)	323315	333641	96.91	3.69	3.89	393786
(Probe)	47428	-	-	.54	-	-
(Mustang)	144803	146163	99.07	1.64	1.70	171026
(Tempo)	234205	188340	124.35	2.66	2.19	223350
(Taurus)	319228	302536	105.52	3.62	3.52	357652
(Crown Victoria)	95338	101031	94.37	1.08	1.18	118464
(Thunderbird)	104765	111810	93.70	1.19	1.30	132080
LINCOLN	155417	138362	112.33	1.76	1.61	167290
MERCURY	411451	395388	104.06	4.67	4.60	464382
(Topaz)	70206	54711	128.32	.80	.64	63217
(Sable)	101384	87010	116.52	1.15	1.01	103159
(Cougar)	92719	94753	97.85	1.05	1.10	110112
(Grand Marquis)	96425	99923	96.50	1.09	1.16	118255
LINC/MERC. DIV.	576250	545006	105.73	6.54	6.34	645171
FORD MOTOR CO.	1901919	1746307	108.91	21.60	20.33	2066470
BUICK	483143	468309	103.17	5.49	5.45	557095
(Skyhawk)	22452	33280	67.46	.25	.39	39509
(Somerset/Skylrk)	50486	59871	84.32	.57	.70	68029
(Century)	104463	130538	80.02	1.20	1.51	152189
(Regal)	104250	43746	238.31	1.18	.51	58771
(Riviera)	8011	14563	55.01	.09	.17	16493
(Reatta)	2787	-	-	.03	-	10
CADILLAC	211071	216713	97.40	2.40	2.52	258991
(Allante)	2829	1497	188.98	.03	.02	2068
(Eldorado)	25360	16055	157.96	.30	.19	20357
(Seville)	17961	16783	107.02	.20	.19	20725
CHEVROLET	1254753	1290512	97.23	14.24	15.02	1496074
(Nova)	89324	126155	70.80	1.01	1.47	135129
(Celebrity)	211136	270283	78.12	2.40	3.13	313885
(Corsica)	170504	83926	203.16	1.94	.98	100231
(Beretta)	156101	92401	168.94	1.77	1.08	108614
(Cavalier)	257165	255794	100.54	2.92	2.98	298995
(Camaro)	80398	103787	77.46	.91	1.21	117060
(Corvette)	19671	20450	96.19	.22	.24	24878
(Monte Carlo)	28872	54056	53.41	.33	.63	63654
OLDSMOBILE	595952	620659	96.02	6.77	7.23	717262
(Calais)	87632	87737	99.88	1.00	1.02	100882
(Cutlass Ciera)	200693	214498	93.56	2.28	2.50	246658
(Cutlass)	88948	84351	105.45	1.01	.98	95403
(Toronado)	13301	13450	98.89	.15	.16	18199
PONTIAC	631802	599278	105.43	7.17	6.98	698143
(Sunbird)	67594	70202	96.29	.77	.82	80166
(Grand AM)	187260	184269	101.62	2.13	2.14	214141
(6000)	81382	104651	77.77	.92	1.22	124199
(Bonneville)	90603	82227	110.19	1.03	.96	99825
(Firebird)	49133	65550	74.95	.56	.76	73822
(Fiero)	22198	38566	57.56	.25	.45	42663
(Grand Prix)	77792	12708	612.15	.88	.15	14344
GEN. MTRS. CORP.	3176721	3195471	99.41	36.07	37.20	3727565
Misc. Domestic	125	65	192.31	-	-	80
Other Import	2736073	2728025	100.30	31.07	31.76	3276415
U.S. TOTAL	8806452	8590241	102.52			10165560

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	6	-	283	1274	22.21	.01	.03
Chevrolet	105248	25.66	1104384	979166	112.79	25.33	23.48
Dodge	40641	9.91	481492	476211	101.11	11.04	11.42
Ford	119879	29.21	1270066	1196041	106.19	29.13	28.69
Freightliner	2080	.51	19507	19791	98.57	.45	.47
G.M.C.	31154	7.59	323282	283907	113.87	7.41	6.81
Hino	139	.03	1683	1393	120.82	.04	.03
Isuzu	9219	2.25	74722	82238	90.86	1.71	1.97
Iveco	346	.08	2090	1891	110.52	.05	.05
Jeep	19336	4.71	201915	166116	121.55	4.63	3.98
Kenworth	1867	.46	14026	12256	114.44	.32	.29
Mack/Midliner	1904	.46	20717	19135	108.27	.48	.46
Mercedes Benz	255	.06	2560	3386	75.61	.06	.08
Navistar	8150	1.99	70444	58598	120.22	1.62	1.41
Nissan	13439	3.28	143075	185430	76.74	3.28	4.47
Peterbilt	1797	.44	13904	10192	136.42	.32	.24
Plymouth	13193	3.22	161429	113525	142.20	3.70	2.72
Scania	2	-	123	103	119.42	-	-
Volvo	163	.04	1441	2023	71.23	.03	.05
Western Star	106	.03	1195	1177	101.53	.03	.03
White	25	.01	1814	6727	26.97	.04	.16
WHITEGMC	1353	.33	9354	-	-	.21	-
Other Imports	39147	9.54	432402	543094	79.62	9.92	13.02
Miscellaneous Domestic	773	.19	8440	5670	148.85	.19	.14
U. S. Total	410228		4360348	4170344	104.56		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	283
Chevrolet	655878	409816	23104	1674	240	6704	6649	319
Dodge	385526	95966	-	-	-	-	-	-
Ford	681358	547764	-	13901	-	8106	27815	11122
Freightliner	-	-	-	-	-	-	-	19507
G.M.C.	156274	135491	2361	714	4057	9546	13174	1565
Hino	-	-	-	-	477	401	805	-
Isuzu	69453	-	3938	288	348	377	318	-
Iveco	-	-	1116	557	271	146	-	-
Jeep	190115	11800	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	371	13655
Mack/Midliner	-	-	-	-	-	1326	2109	17282
Mercedes Benz	-	-	-	-	-	915	1645	-
Navistar	-	-	-	146	287	22175	19743	28093
Nissan	141912	-	-	-	613	215	335	-
Peterbilt	-	-	-	-	-	-	297	13607
Plymouth	161429	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	123
Volvo	-	-	-	-	-	-	1225	216
Western Star	-	-	-	-	-	-	-	1195
White	-	-	-	-	-	-	-	1814
WHITEGMC	-	-	-	-	-	-	-	9354
Other Imports	428108	2083	1137	-	389	423	262	-
Miscellaneous Domestic	-	1298	-	4566	965	-	59	1552
Total	2850053	1204218	31656	21846	7647	50434	74807	119687
1987 Total	2876257	1027180	32195	3870	6967	39756	74505	109614
1988 vs '87	99.09	117.24	98.33	564.50	109.76	126.86	100.41	109.19

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	41867	.48	47443	.55
Chevrolet Spectrum	60929	.69	66847	.78
Chrysler Conquest	8386	.10	9872	.11
Dodge Colt DL SW	36642	.42	36502	.42
Dodge Colt Vista SW	8638	.10	14152	.16
Eagle Medallion	12238	.14	9904	.12
Eagle Summit	1528	.02	-	-
Ford Festiva	56587	.64	17271	.20
GM Lotus	-	-	-	-
L-M XR4	4688	.05	7384	.09
L-M Scorpio	4694	.05	3872	.05
Mercury Capri	-	-	-	-
Mercury Tracer	47815	.54	24057	.28
Plymouth Colt DL SW	32514	.37	33145	.39
Plymouth Colt Vista SW	7966	.09	12965	.15
Pontiac LeMans	49733	.56	26720	.31
T/C by Maserati	-	-	-	-
Others	-	-	749	.01
Total Domestic Sponsored Imports	374225	4.25	310883	3.62
OTHER IMPORTS				
Acura	108027	1.23	86851	1.01
Audi	21003	.24	37907	.44
BMW	61689	.70	72796	.85
Honda	554095	6.29	512274	5.96
Hyundai	226361	2.57	221856	2.58
Mazda	216248	2.46	175846	2.05
Mercedes Benz	70615	.80	78258	.91
Mitsubishi	53575	.61	51767	.60
Nissan	397152	4.51	435287	5.07
Saab	34462	.39	38455	.45
Subaru	130914	1.49	141665	1.65
Toyota	529216	6.01	499531	5.82
Volkswagen	144705	1.64	150493	1.75
Volvo	80797	.92	86590	1.01
Yugo	27169	.31	41588	.48
Others	80045	.91	96861	1.13
Total Other Imports	2736073	31.07	2728025	31.76
GRAND TOTAL ALL IMPORT CARS	3110298	35.32	3038908	35.38

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	47297	1.08	58806	1.41
Dodge RAIDER	6198	.14	16545	.40
OTHER IMPORTS				
Isuzu	69453	1.59	77768	1.86
Mazda	81938	1.88	114065	2.74
Mitsubishi	43296	.99	47433	1.14
Nissan	141912	3.25	184968	4.44
Subaru	33		1527	.04
Suzuki	57201	1.31	68950	1.65
Toyota	239551	5.49	299819	7.19
Volkswagen	5394	.12	8644	.21
Others	2778	.06	1469	.04
Total Other Import Trucks	641556	14.71	804643	19.29
GRAND TOTAL ALL IMPORT TRUCKS	695051	15.94	879994	21.10

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8750937	2476777
*1981	8443919	2185488
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
(2)1987	10165660	4963888

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE

(1) REVISED 10/85 R. L. POLK & CO. R.9-88

(2) REVISED 11/88

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